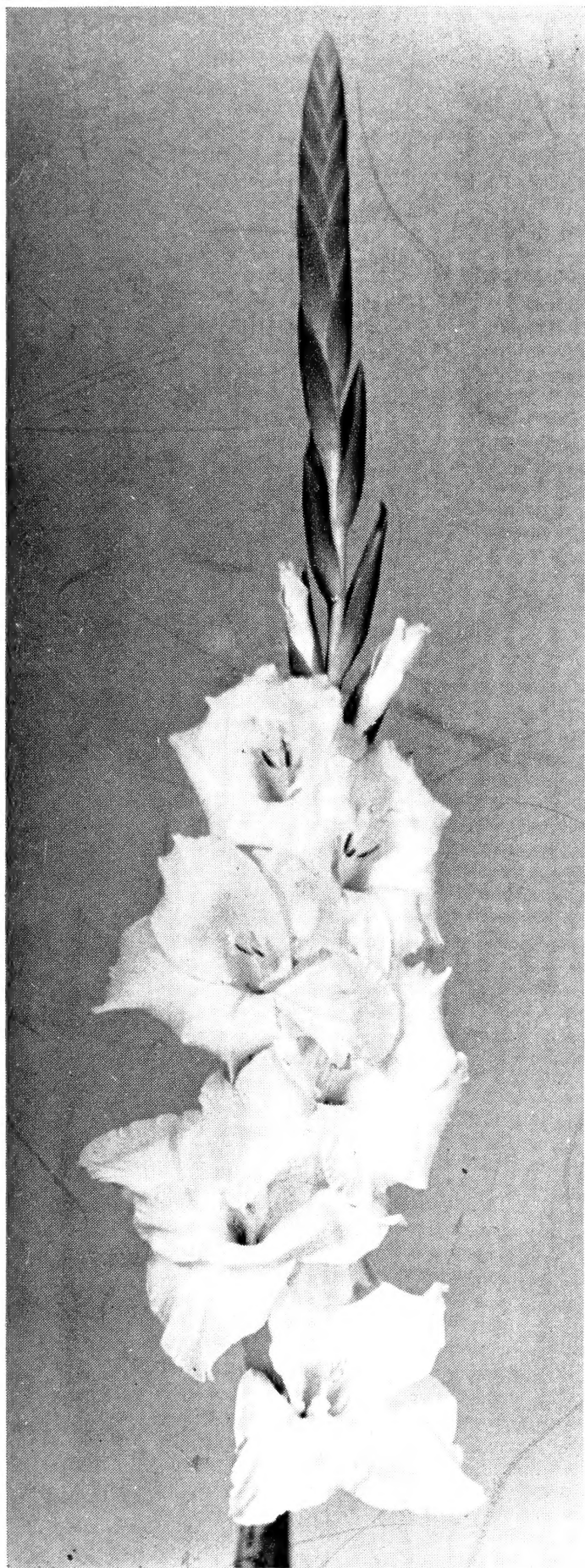


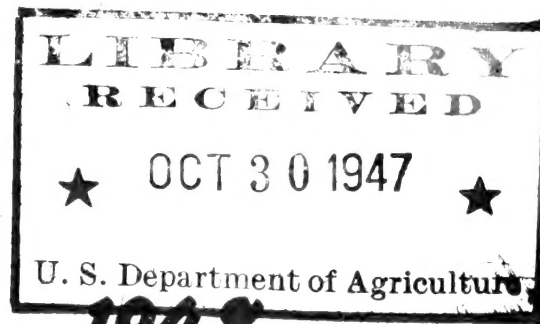
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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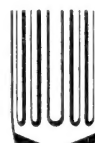
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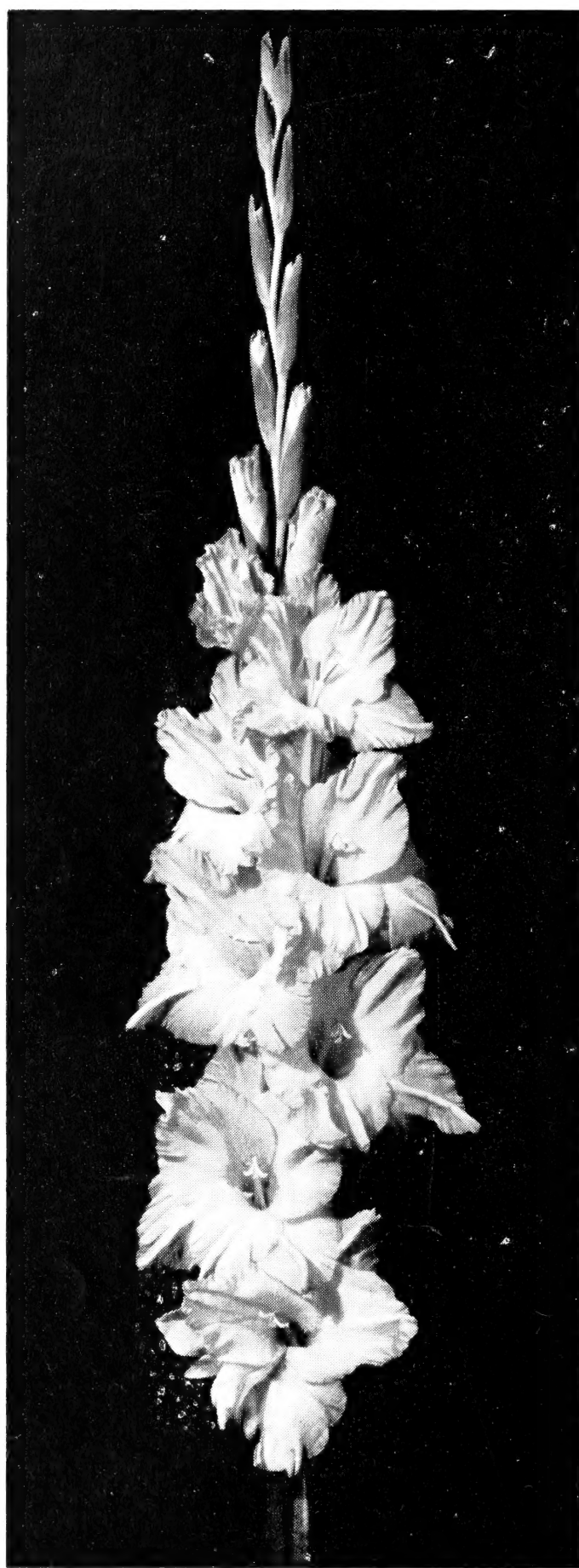
1948

RELIANCE GARDENS

The Original Home of
**MISS WISCONSIN
BADGER BEAUTY
WAX MODEL
VARIATION
CRITERION
TRALEE**



WALTER C. KRUEGER
657 E. WASHINGTON STREET
OCONOMOWOC, WISCONSIN



Hearts Desire

Dear Glad Friend:

Again it is a pleasure to send you my 1948 list of gladiolus, which features the Krueger varieties, and which is supported by larger stocks of other fine gladiolus.

It is a privilege to thank my 1947 customers for more and larger orders, and for their expressed appreciation of both the service given, and the quality of stock received.

The 1948 list presents a few novelties and exhibition gladiolus, but the emphasis is placed on varieties with cut-flower possibilities.

Wholesale prices are gladly quoted to those who are entitled to them.

BUSINESS TERMS

Minimum order \$2.00. Retail orders are prepaid. Wholesale orders F.O.B. Oconomowoc. Overcount or extras with all retail orders. 5% cash discount on all retail orders paid for in full prior to December 15, 1947. Payment in full before shipment.

I aim to send out only healthy bulbs, true to name, and will cheerfully refund the purchase price on any order found unsatisfactory on receipt, and promptly returned; but no guarantee of growth is implied in the sale (careless usage of chemical dips and sprays make this mandatory) nor will I be responsible for the crop. All orders are placed with the above conditions accepted by the purchaser. All orders are accepted subject to stock crop and subject to prior sale.

No bulblets orders are solicited nor accepted after April 1, 1948 for spring shipment.

Flowers and bulbs are inspected by the State Department of Agriculture.

This price list cancels all previously published retail prices, and voids any heretofore announced prices or price policies.

Signed,

WALTER C. KRUEGER

GENERAL REMARKS

It is the business of Reliance Gardens to sell bulbs, and to do so by proven sound business practice and ethical business conduct. To this end varieties need be found among the seedlings, or stock purchased, to give you the buyer, finer floral beauty, service, and honest value. These varieties are found listed in this 8th retail listing, based on a growing experience of 18 years and 16 of hybridization and show competition.

The facilities of Reliance Gardens are not such, either by available help, or acreage, to grow every glad, nor to follow those grown to the "bushel of bulblets" quantities, hence it remains a small business, and in its scope, primarily coming commercials, tries to serve you.

While crop rotation has been followed (except for the practice of exposing seedling stocks to infested conditions) a land area has been purchased to make possible the growth of better bulbs with less expenditure of energy.

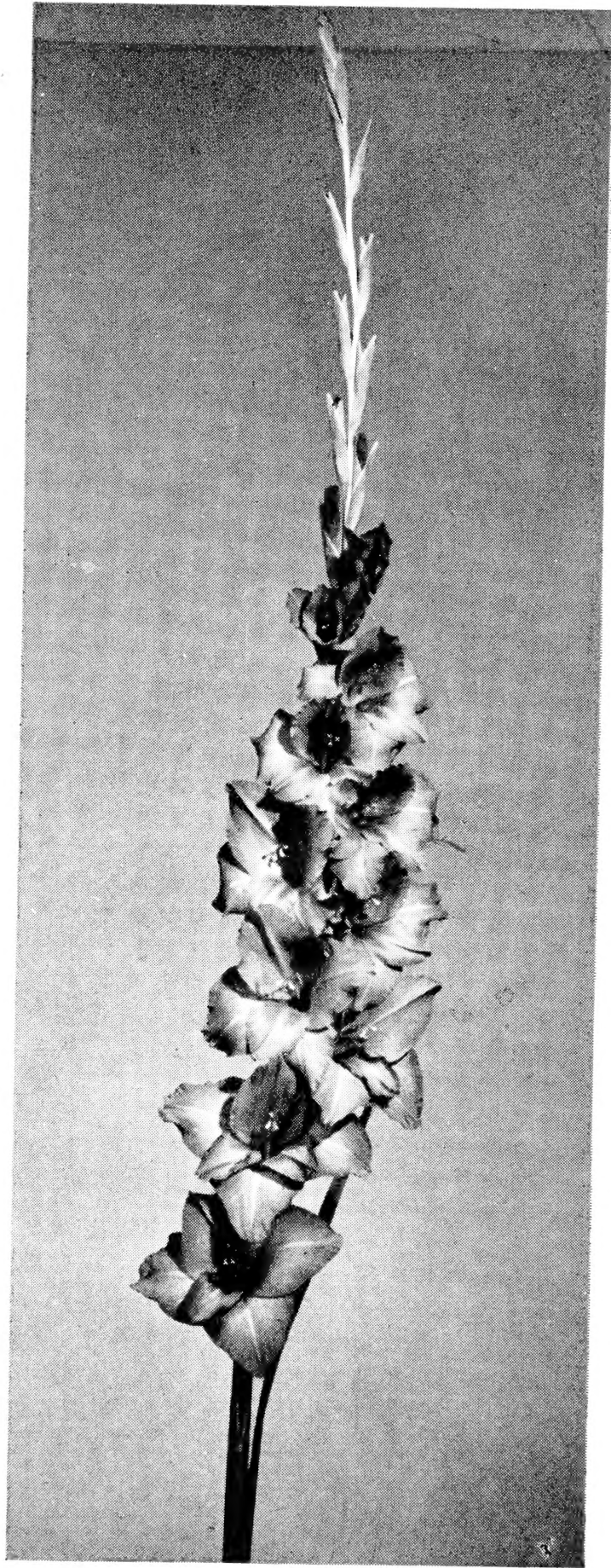
The following criteria are used to evaluate seedlings, (yours or mine, named or otherwise) are (1) beauty of color and form, (2) health, (3) propagation, and (4) field habits. The florist, the ultimate user of the product, and the grower, who produces the bloom determine the worth of any variety of gladiolus.

Every variety listed herein except Evangeline, Heart's Desire, and Daisy Mae, was grown at Reliance Gardens.

Reliance Gardens stock is of high quality. It is personally inspected before planting, cared for the same way, harvested, cleaned and shipped by me. This personal attention assures you of quality stock, which is the cheapest stock that money can buy.

1947 OBSERVATIONS

From the commercial growers point of view the two most important introductions of this year were Spic & Span and Tralee. The former is a beautiful pink, and the latter, a needed early rose. Each of the two is a spike maker under all conditions, and from all sizes of bulbs. Both open in water, and increase satisfactorily. Whether third place should go to



Redwing

Texas or White Challenge is a matter of personal opinion. Earliness perhaps gives Texas the nod.

These observations are based on the experience of growing 55 of the 1947 introductions and seeing 54 seedlings here on trial, some of which will be the 1948 releases.

Wax Model is the top white new commercial.

Christine has quality. Heavenly White is of commercial caliber.

Creamy white Texas, of the same shade as Leading Lady, but a week or more earlier in its bloom season, is excellent. It will open from a bud cut, and grows consistently. White Challenge with its many open florets and soft carmine throat marks has exceptional holding power. Mt. Index with its yellow throat is a fine variety.

Oriental Pearl is the best cream of recent introduction, and a great commercial variety.

Orange Gold is a consistent performer and a giant in plant size. Sun Spot in buff orange is fine. Its blotch is pleasing.

October Sunshine gave a very satisfactory performance. It has much color appeal. Kestrel will appeal to many for its giant size of flower and plant. In smaller floret size and for house and shop arrangements, Color Marvel fills the bill.

The primary virtue of Early Gold is its early blooming habit. It is a medium yellow. In deep yellow, Van Gold is very satisfactory. Klondike, an orange yellow, has fine color.

The sports of Picardy, Silver Wings and Leading Lady in creamy white are excellent. Personal opinion will determine the preference between Kelsey and Prosperity, both function like Picardy.

The color fan will appreciate Beauty's Blush.

The vigor, size, and fine habits of Pioneer make it a contender for honors in the salmon pinks. Trojan in the same color class showed up fairly well under adverse conditions, a real test.

The two blotched pinks, Connecticut Yankee and Chantilly are fine glads. Each produces large florets and holds many of them open at one time. Yankee Lass is very vigorous. Tivoli somewhat of the shade of the older Coryphee, was one of the pleasant surprises of the season.

Spellbound is slightly more rose than the excellent Dream Castle. Both open many florets of fine color appeal.

Hiawatha in soft scarlet is excellent. Tarawa is a superb fiery scarlet with white midribs and many open florets. Dieppe is on the way to success.

Lady Luck, a blush pink peaches and cream sport of Picardy, but in smaller floret size is one of my favorites.

Firebrand, Intruder, and Red Rascal, each of different hue, form a strong trio. They are hard to beat. Fuchsia Belle has superb color. Black Diamond is a fine glad, the best of the black reds.

Of the newer lavenders Huntress and Lavender Prince are headed for commercial success. Abigail shows much promise. Crown Orchid is a tall variety. For those who appreciate sharper color contrasts Zelladee should please the buyer. It is a deep lavender with a cream inner throat area.

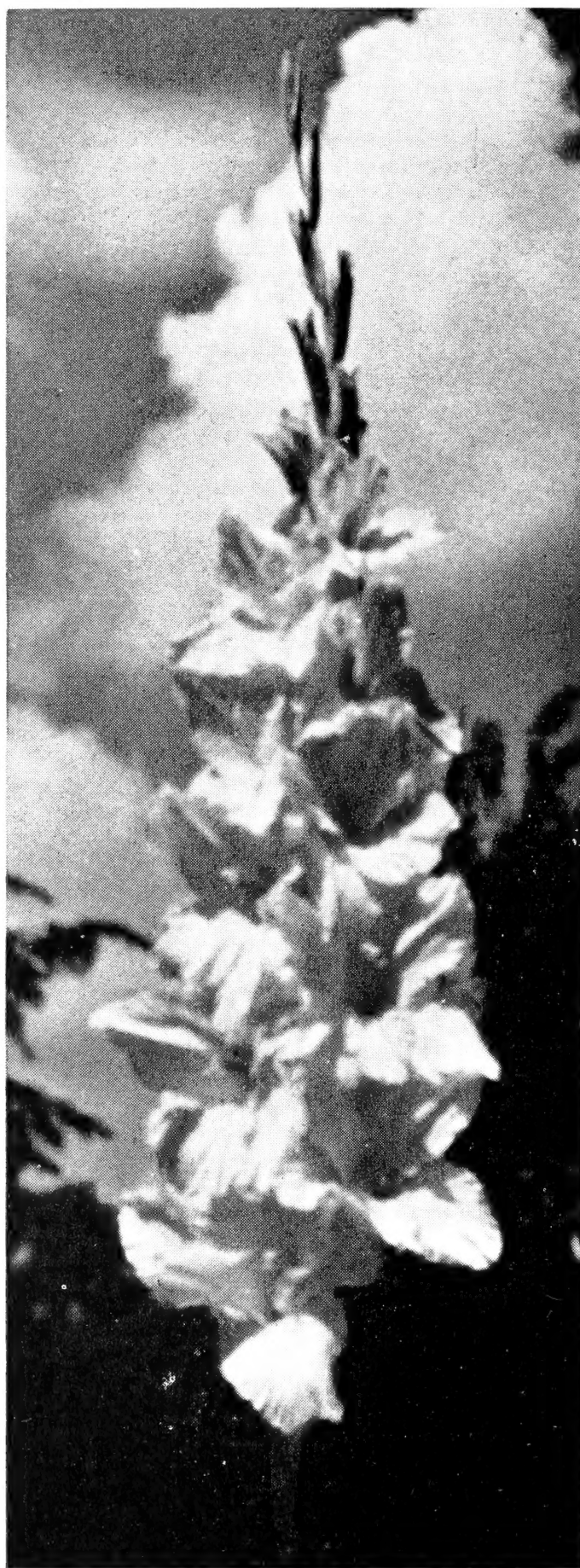
Purple Lancaster is fine.

Blue Ice in light violet with its cream yellow throat is excellent. Blue Lagoon is a vigorous medium blue.

Twilight Dream is the first smoky to be catalogued by Reliance Gardens. Its blend of colors is pleasing.

In the deeper shades of rose Burma and Miss Wisconsin are the leaders. In medium rose Astrid has superb color. A bit lighter is Tralee, a great variety. No glad exceeds Dream Girl in making stunning spikes from any size of bulb. It is a pale rose pink with a harmonious blotch, and is getting better in its propagation qualities. Betty Lee is a fine rose pink in the medium floret group. It has a small throat mark.

From the exhibitors point of view 1947 produced some superb varieties. The top winner was Spic & Span. Its long tapering spike, many open ruffled florets, and much bud color make it an exhibitors dream. White Challenge can open up to 10 florets at one time. It is a winner of record. Venida showed great possibilities—several spikes held 8 open. Tralee, not widely distributed, will win its share of ribbons. It produces long spikes, opens 8 or more and shows much color. Don't forget Intruder! Chantilly, Connecticut Yankee and Yankee Lass are potential winners, Fiery Dieppe has possibilities. Miss Wisconsin can win (Champion Wis. '47—for a good customer) because of class. Hiawatha has won, and it has the ability to do so again. When large bulbs of Oriental Pearl are in the hands of exhibitors, it will add to its great show record.



Gold Medal

1948 CO-INTRODUCTIONS

NO DISCOUNT ON 1948 CO-INTRODUCTIONS

EVANGELINE (Palmer-Gove)

The beautiful rosy pink of Prof Palmer's which has, through the efforts of Mr. Fortnam, graced the honor table at several Mid-West shows, resulted from a cross between Greta Garbo and Elizabeth the Queen. It is capable of opening 10 to 11 florets of large size at one time. The spike at Wausau, Wis. in 1946 was a beauty. Evangeline has a fine show record.

It is said that Evangeline is a tall grower with spikes that carry up to 18 or 19 buds, and that it is strong grower from bulblets.

Price each bulb any size \$10.00 No bulblets sold this year.

Bulblet grown bulbs will be furnished to those buyers who so specify.

HEARTS DESIRE (Fidler-Puerner)

A large ruffled pink, shading into white with a pastel yellow throat. It has a heavy midrib which with the fine color and wide open florets make a distinctive floret. The spike with its 20 buds and 7 open florets of $5\frac{3}{4}$ " size is beautiful in form and in color.

Hearts Desire has the necessary traits of spike, bulb and propagation, to qualify as a true commercial variety. It is a superb variety.

In 1946 Hearts Desire won the three spike seedling Championship at Garfield Park. It was the best informal seedling (1 spike) at the West Allis, Wisconsin 1st show the same year. It received an A rating at Binghamton '47.

Price per bulb, Large \$4.00; Medium \$3.50; Small \$3.00; bulblets sold only with a large bulb at \$4.00 for 10 bblts. (\$8.00 for one Large and 10 bblts.)

MORNING STAR (J. Van Prooyen)

It is a pleasure to co-introduce Morning Star, the whitest sport of Picardy that I have observed. The superbly grown spikes of it at Garfield Park in 1946 attracted my attention. The specimens grown here this past season did not attain the height of those grown by the Van Prooyen's, but the intense heat kept the height of other sports of Picardy to lesser length at the same time in my planting.

Morning Star has unruffled florets with the side upper florets flaring out very wide. The blossoms are wide open.

The plant, spike, and bulb characteristics are identical with those of Picardy hence they need not be renumerated here.

Price each, Medium bulb \$4.00, 10 bulblets with a bulb purchase for an additional \$4.00

REDWING (Wright-Graff '48)

A solid red to give competition to Red Charm has been needed for some time. Redwing appears to be it. Under adverse growing conditions several spikes opened 9 florets in good condition. The substance was of the best. It is an excellent keeper. Redwing grew to a total height of 60". The florets were of $5\frac{1}{4}$ " size. The flower head 26", on which were carried 20 buds. No misplaced florets nor any crooks were presented by this fine red of excellent color sheen.

The traits enumerated above disclose Redwing to be a great exhibition glad, and a very promising commercial.

Price each bulb, Large \$5.00; Medium \$4.00; Small \$3.00; purchasers of a large bulb may buy 10 bulblets for \$5.00 (1 Large & 10 bulblets \$10.00)



Evangeline

1948 INTRODUCTIONS

GOLD MEDAL (F. Beardmore) formerly seedling No. 42-06

A giant glad in the yellow color class is startling news, and Gold Medal is an appropriate name for this first representative of such size in this color group.

Gold Medal is, in my opinion, a yellow, with buff tones particularly in the upper throat area, and petal edges. Some people may differ and wish to classify its color as buff. I am certain that no difference of opinion will exist as to its beauty, for the giant florets, $5\frac{3}{4}$ " to $6\frac{1}{4}$ ", with their heavy substance and fine ruffling, when grouped in 6 to 8 open clusters on a spike, make it a truly beautiful glad, one that is easily remembered. The flower head attains a length of 20 to 24 inches on a long stem. The plants grow to a height of 48" and the spike towers up to 65" or more.

Gold Medal blooms in about 80 days. It produces a goodly number of bulblets that germinate readily. It opens its blooms to the tip, and opens florets from a bud cut.

Gold Medal is not perfect, for a small percentage of misplaced florets result, and a few crooks out of a hundred may be expected.

My faith in Gold Medal as a worthy introduction is attested to by the fact that I bought it for cash.

The record of Gold Medal on the show table speaks for its quality.

Champion Seedling and Grand Champion spike, Wisconsin Seedling and Recent Introduction show—Sun Prairie '46

Largest Floret on a spike and 1st in Single and Three spike seedlings—Garfield Park, Ill. '46

American Home Achievement Award—Wis. (Wausau) '46

Champion Seedling, Kankakee (Ill. Regional) '47

Scored 87 at St. Paul, Minn. '47

Price each bulb, Large \$5.00; Med. \$4.00; Small \$3.00; no bulblets for sale this year.

RELIANT (Krueger) formerly seedling No. 667-23

The giant of all gladiolus, in plant, in floret size and in bud spikes. These traits make Reliant a must purchase for all hybridists. Since Reliant is of white color, (with a warm glow in the throat resulting from a cream throat blotch and faint tan spear) obtaining seedlings in other color classes is not difficult. Its parentage is Criterion crossed on a seedling segregated from an open pollinated Maid of Orleans.

The florets of Reliant are 6" or more in diameter. It opens 6 to 8 florets on a bud spike of 24" to 36" length (depending on moisture) which carry up to 24 buds. It grows to a height of 60".

No glad is more capable of impressing the viewer than Reliant.

Reliant, being a living thing, is not fault free. Since the leaves of it are erect the length of stem between leaves and lower floret is short. It blooms in late season. While this time of bloom is not in itself a fault, the fact that it is as late as the old Betty Nuthall restricts its successful use in the northern tier of states.

Reliant is a good propagator. It makes many bulblets and they germinate readily.

Reliant is of commercial importance to local cut flower producers, and to florists who produce their own bloom. It is a must purchase for the cataloguer for the fan approval of this giant beauty is enthusiastic.

A spike with 24 buds—8 open is a potential champion

A good stock allows a low introductory price.

Price each bulb, Large \$3.00; Medium \$2.00; Small \$1.00; 10 bulblets for \$3.00



*Mr. Fred Stevens, Marathon, N. Y.
and
Miss Wisconsin*

GENERAL LIST

See prices on the inside back cover.

The continuation of the first line following the name of the variety gives in order the following information: originator or originator and introducer, year of introduction, and size and color code numbers.

Medium size florets are in the 300 series; large florets in the 400 series; giant florets in the 500 series. Smaller sized flowers are not listed herein.

Well known varieties are listed separately following this general list without color descriptions.

ABIGAIL (Myers-Milo '46) 466

A very fine lavender of vigorous growth. It is of the same fine lavender shade as Minuet, with a throat marking like that variety. Abigail blooms in Mid-early season and opens 8 florets at one time. It increases very satisfactorily. It is a variety of great promise in a color class that needs added varieties of merit, particularly those that grow tall.

ALCAN (Woods—Janes et al '47) 500

Stock of this giant ruffled white has been withdrawn from sale this year for propagation, by the originator.

ASTRID (Jack-Gove '46) 462

A very desirable rose of fine color values. Its ruffling adds to its beauty. Astrid blooms in early mid-season from plants of average height. A basket or vase of this variety is truly beautiful.

BADGER BEAUTY (Krueger '41) 366

Almost too well known to require descriptive listing. It will be found in most wholesale listings in trade publications. These listings indicate its worth as a variety. Badger Beauty is, for those who do not know it, a beautiful lavender with a cream white throat.

BEAUTY'S BLUSH (Fischer '47) 440

The first spikes of Beauty's Blush that I saw at the Garfield Park show in 1946 caused me to note it for purchase. It had the misfortune to bloom here in extremely adverse conditions, which did not cause me to lose faith in this blush white with the sparkling pink undertone. A fine variety for the color conscious fan.

BENGASI (Cave-Graff '43) 530

A pale salmon pink with a lighter floret center and with some ruffling. It has won some important awards. It blooms in mid-late season.

BETTY LEE (Woodward '47) 442

A fine variety in a shade between pure pink and rose. It has a very small throat mark of light rose-red. Betty Lee performed here consistently well. It opens 6 florets at one time on a flowerhead of 22 inches.

BLACK DIAMOND (Gelser '42) 354

None of the drab or somber tones of the most of the dark reds can be associated with Black Diamond, for its vibrant color is its primary virtue. The code number reveals that it is not a large flowering variety, but it is an excellent one, even though its bulblets are not too easy to germinate. It grows to 42" height and makes a fine flowerhead.

BLUE ICE (Butt '45) 576

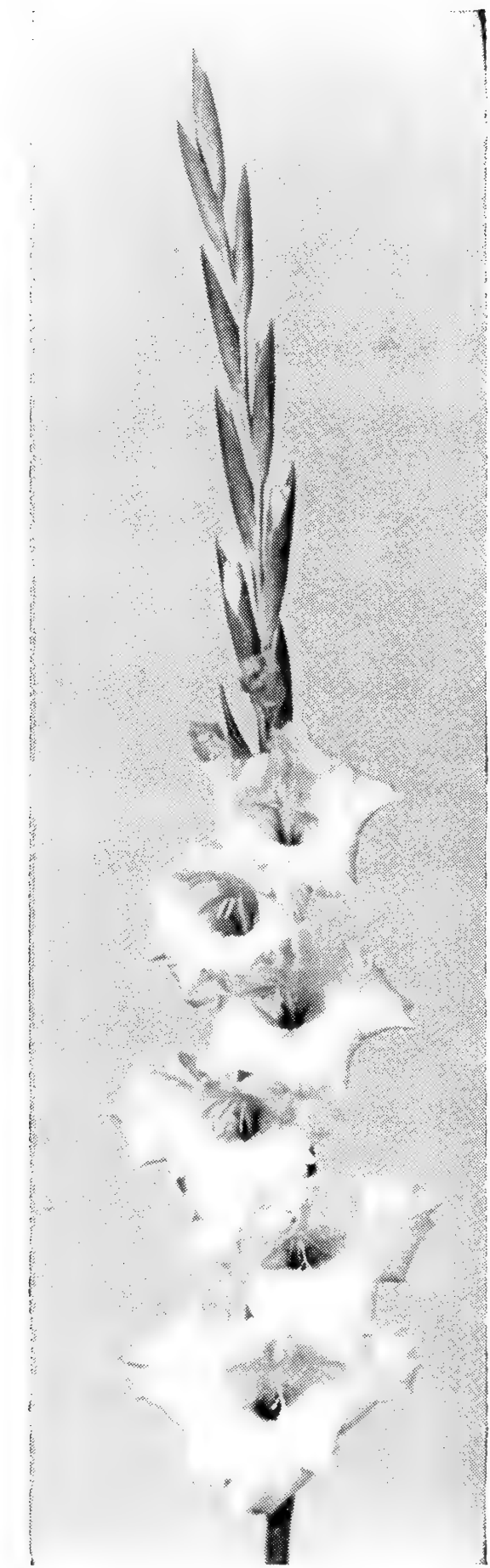
One, if not the only one, of the violets that can produce a 6" floret. Blue Ice is a light violet with a small cream blotch and a pale yellow crescent, that grows tall and produces spikes of 60" height which carry 6 open florets. Its color is presented as an infusion of bluish particles in a light colored floret substance. It is consistent in performance here.

BLUE LAGOON (Snyder '46) 478

A medium violet of cup shaped florets that grows very tall and which propagates rapidly. It will exceed the leading "blue" in adverse growing conditions (inadequate moisture) and for that reason Blue Lagoon is of commercial importance. Its bulbs are healthy. Cup shaped florets.

BONNIE JEANE (Krueger '44) 401

The most ruffled gladiolus in existence, and one of the best parent varieties to use in



Color Marvel

hybridization. While its creamy white florets with the rose glow in the throat attract the florist for specialty work, it is not a true commercial glad because of a weak floret attachment. Ladies in particular like Bonnie Jeane.

BRIDESMAID (Wheeler '45)

530

Consistency of performance is characteristic of plain petaled Bridesmaid with its giant salmon florets with cream centers. It is a tall variety and it opens 6 to 7 florets. Stock here too short for quantity listing.

BURMA (Palmer '43)

562

The heavy crinkled florets of deep rose Burma are very striking, and in combination with Leading Lady in a vase or basket it is beautiful. Burma will open 6 to 8 florets at one time on spikes of average length. It increases very well. During excessive temperatures cut Burma in the bud to prevent burning. It is a great variety.

CAPSICUM (LaSalle-Arenius '45)

543

A free growing glad that builds a tall spike and which opens 6 to 8 florets of a nice shade of pink, with a lighter throat mark and with deeper pink pepperings. It blooms in mid-season, and it is a dependable performer.

CHANTILLY (Graff '46)

441

The tall spikes of Chantilly each carrying 8 or more open florets are very impressive. The color and blotch is somewhat like that of Frank J. McCoy, one of its parents. The blotch may be a bit larger and somewhat less contrasty. When Chantilly is distributed more widely it will join the ranks of show winners.

CHERRY JAM (Zimmer-Graff '43)

543

The big solid blotch of Cherry Jam on salmon florets attracted many persons in my planting. The plant is of average height and produces long flowerheads. It blooms in mid-season.

CHRISTINE (Cave-Graff '46)

400

Marble white Christine with a small light cream throat mark did very well here again. It is a mid-early variety which, with its color, makes it a candidate for commercial consideration.

COLOR MARVEL (Krueger '46)

310

Florists select Color Marvel out of a group of cut glads quickly. The unusual blend of orange, pink, and orange is attractive, and desirable for certain types of floral work. Because of its size it does not receive the approval of the typical glad fan. Its fine habits make it a very fine variety.

CONNECTICUT YANKEE (Schenetsky '44)

441

Back in the limelight with a championship is superb Connecticut Yankee, a fine pink with a sharp blotch. It builds impressive spikes with 8 or more florets open at one time. It will be grown for many years because of its quality. Its floret placement is precise.

COVER GIRL (LaSalle-Arenius '45)

542

The combination of many open florets of giant size, makes Cover Girl a "must have" variety for the fancier and the show patron. It is a tall variety that blooms in mid-late season.

CRESCENDO (Grossnickle-Sheely '46)

540

The bluish pink color of Crescendo that approaches rose color, with its 6 open giant florets, make an impressive showing. It is average height, and blooms from every bulb size. It increases readily.

CRINKLE CREAM (Ellis '40)

410

In medium yellow, Crinkle Cream has no peer, although it must have adequate moisture to produce good flower spikes. Being the best in its color should be enough to recommend it. It blooms in mid-season.

CRITERION (Krueger '42)

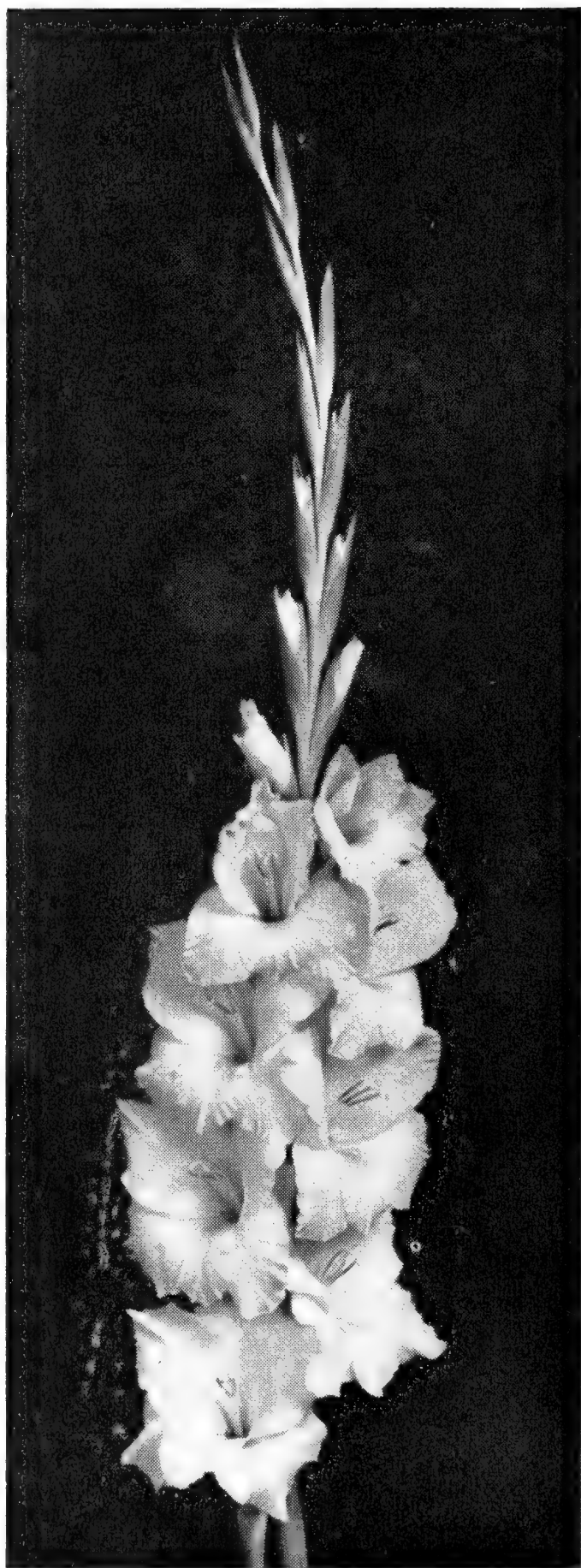
440

The success of Criterion in Florida bears out its introductory promise of being a fine commercial pink. It produces good spikes under all conditions. Criterion is not spectacular in color, but in performance.

CROWN ORCHID (Almey-Polinsky '46)

466

As it grows here Crown Orchid is the tallest lavender. The color is deeper than that



Dream Girl

of Minuet. It opens up to 8 cup shaped florets at one time. Adverse temperatures at bloom time precluded an evaluation of its commercial traits.

DAISY MAE (Lins-Ruble '45) 441

Orange salmon Daisy Mae with its deeper blotch has won many friends. It receives praise as a strong dependable grower.

DIADEM (Lines '47) 460

The color of Diadem is basically like that of Oregon Rose. The flowers are less round and the darker blotch is absent. It opens 4 florets at one time. About one half of the people will detect its fragrance.

DIEPPE (Hassel '45) 452

Fiery salmon scarlet Dieppe with its unique floret shape seems to be headed for commercial success. It is a fine variety in a needed color class. The spikes are big and attractive. It blooms in mid-season.

DREAM CASTLE (Lins '43) 440

A great commercial prospect because of its consistent performance, health, desirable color and many open florets. Some growers state that the flowers are too small. The desirable characteristics of this pure pink with cream throat outweigh its lack of giant size.

DREAM GIRL (Krueger '45) 460

In a class by itself as a spike maker under all conditions, and from all bulb sizes. Only Spic & Span and Tralee give it competition in this respect. Dream Girl opens 8 pale rose florets with a harmonizing rose blotch of small size. Florists desire the long tapering ribbons of color. It is improving as a propagator, and may yet achieve commercial recommendation.

EARLY GOLD (Butt '45) 412

A very early medium yellow of a floret size just above the 300 class. Earliness is its virtue. It is a rapid propagator.

EXCLUSIVE (Krueger '45) 507

Cream with a rose blotch on florets that open very large and flat depicts Exclusive, a glad for the show fan. Its placement is not always perfect. It blooms in mid-season. It has won champion honors.

EXEMPLAR (Krueger '44) 332

Tall late ruffled salmon Exemplar is finding many friends, some among the commercial growers. It blooms in mid-late season and increases very well. It should be very valuable in plant breeding, because of its parentage.

FABULOUS (LaSalle-Arenius '46) 443

The florets of Fabulous are of salmon hue and have a cream blotch on which is superimposed a deeper pink crescent. Its habits are very acceptable.

FIREBRAND (Butt '44) 452

Firebrand is appropriately named. The many open florets of this fine red do suggest a brand of fire. It is an easy germinator, and grows into tall plants which make fine flowerheads. The creamy mid-lines add sparkle to Firebrand spikes. It is a fine variety.

FUCHSIA BELLE (Almey-Polinsky '45) 462

This red purple has the unique trait of presenting a sparkling red color in weak or artificial light. It opens up to 8 florets at one time, and it increases very well.

GLEAM (Fischer '46) 410

The glad fancier will exclaim over this large ruffled light yellow with its corrugated florets, and he will appreciate its introduction. It is a mid-early variety of fine color.

GOLDEN STATE (Wheeler '42) 412

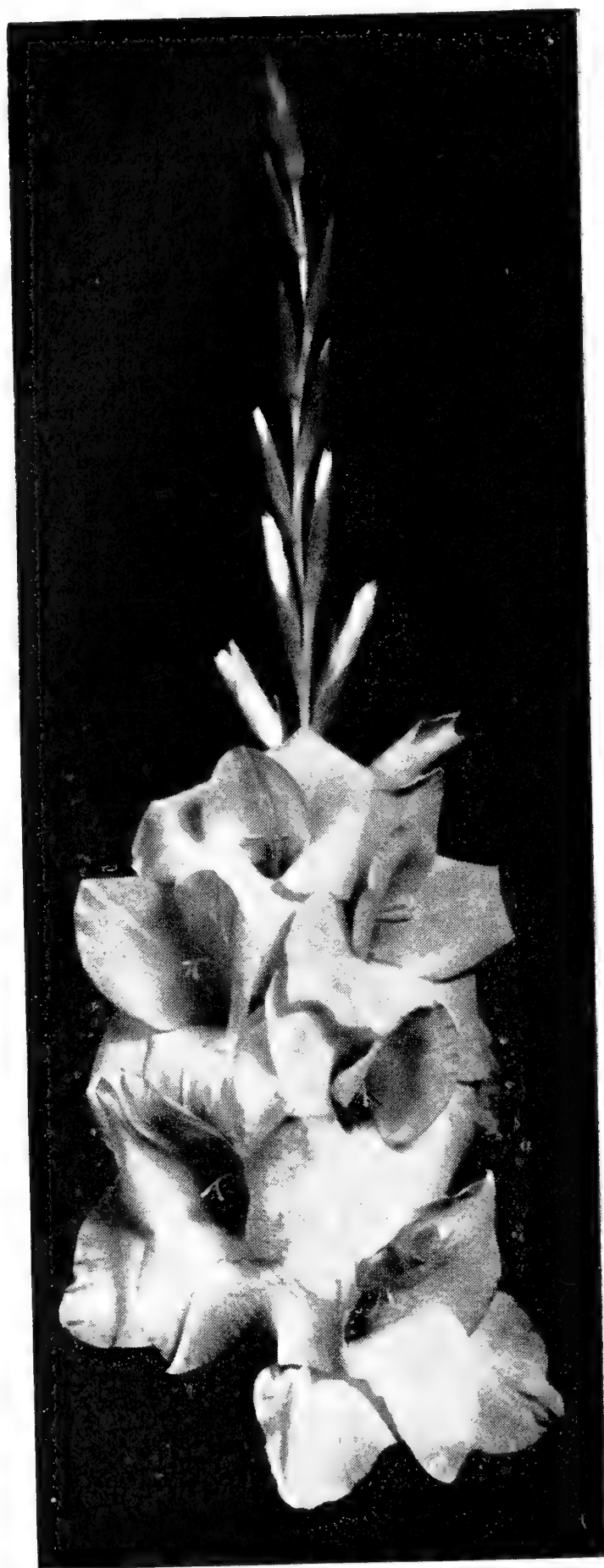
A medium yellow that opens up to 10 florets at one time, in late season. Golden State is a very fine exhibition yellow.

HEAVENLY WHITE (Moses '44) 400

This sport of Rosa Van Lima with its blue white florets appears to be headed for commercial success. Its habits are like those of its "mother".

HIAWATHA (H. Beardmore-Graff '47) 436

Soft Scarlet Hiawatha is a beautiful glad. It won its exhibition spurs at Cleveland in



Oriental Pearl

1946. To date both its color and performance give promise of commercial acceptance. Hiawatha will open 6 to 7 florets at one time.

HUNTRESS (Jack '45) 466

An early large lavender is Huntress. These traits and that of opening 8 florets at one time give it commercial importance, in spite of its tendency toward flecking. It is an introduction of merit.

INTRUDER (Graff '44) 550

A spike of this fine red with 8 or more open florets is really an "attention getter". Intruder blooms in mid-season, and it has won its share of ribbons including major honors.

KELSEY (Yates-Ruehr '46) 530

Picardy with a creamy white throat with no other markings characterizes this fine sport. Its habits are identical to those of Picardy, which makes it a fine variety.

KESTREL (Palmer-Geve '45) 520

Robust, tall Kestrel of orange color, and with its giant florets finds friends among the glad fans. It propagates easily.

KLONDIKE (Snyder '47) 412

The early August record smashing heat and excessive humidity was not kind to Klondike and others which bloomed at that time, hence I could but observe its good orange yellow color, and could not appraise the variety.

LADRONE (Palmer-Gove '47) 433

A Beacon type flower with the outer petal aeras more rosy than Beacon. It is a tall growing variety that increases very well.

LADY LUCK (Harris '44) 430

This Picardy sport has always appealed to me. Its peaches and cream colorings are particularly fine for floral work. Lady Luck, on merit, should be more widely grown. Its habits are like those of Picardy, although the florets are a bit smaller.

LADY HELEN (Woodward '45) 430

Vigorous, fast propagating Lady Helen with its salmon coloring, which is sometimes flecked with deeper pink like Wings of Song is a fine mid-season variety. It is an easy grower.

LANCASTER (Palmer-Gove '44) 470

The truest purple coloring of any gladiolus belongs to Lancaster. The tall spikes of it with 8 open florets make fine exhibition spikes. Every show exhibitor should have Lancaster.

LAVENDER PRINCE (La Salle-Arenius '44) 466

The deep lavender tones of this fine commercial variety attract the florist easily. The unique shade is very usable in floral work. It is a mid-season variety of free propagational habit.

LEADING LADY (Johnston '41) 506

Little need be said about Leading Lady for it has been distributed widely enough for every glad fan to have observed its beauty. Florists are highly enthusiastic about this sport of Picardy, in its creamy white coloration.

LLONA (Krueger '43) 300

In its size class Llona possesses a great bloom bulk—closely grouped creamy white ruffled florets. It blooms in mid-late season. Llona is one of the fastest propagators in the glad world. It grows to a height of 50".

LUCKY (Jack-Gove '47) 366

A clean lavender with a creamy white throat of about the size and color of Badger Beauty. It blooms in early season.

MADLINE BROWN (Maier '45) 532

This fine variety is for all practical purposes a duplicate of Picardy. It exceeds that variety in performance in heat and in consistency of spike formation. Madeline Brown is a fine variety.

MARION PEARL (Benedict '43) 532

The giant warm salmon tones of Marion Pearl with the precise placement of its 6 to



Miss Wisconsin

8 open florets are beautiful, and a "must" variety for the exhibitor. Scarcity of stock has prevented a wide distribution of it.

MINSTREL (Palmer-Gove '44) 566

The largest lavender, and for that reason much in demand by exhibitors and fans. Minstrel blooms in mid-late season from short plants that produce good flower heads.

MISS WISCONSIN (Krueger '43) 460

A variety that enjoys the distinction of being in a class by itself as to color tone. The fine rose colored florets are sought for by florists. Heavy demand annually depletes existing stock. It is a consistent performer. It opens up to 8 florets at one time. Miss Wisconsin won Grand Champion honors at the Wisconsin show '47.

MISS VERMONT (Hatch '45) 540

The performance of this fine color blend (lavender & rose) was not up to par this year. It opens up to 8 lightly ruffled blooms at one time. It blooms in mid-early season. The best "keeper" that there is. It is a fine variety with a distinctive color.

MT. INDEX (Miller-Kaylor '42) 500

The giant early white with a yellow, not cream, throat is one of the very best gladiolus ever introduced. Its tall plants, consistent performance, health and easy propagation make it a fine commercial.

NOWADAYS (Graff '45) 430

The deep salmon color of Nowadays with an influence of rose is unusual. It is a consistent performer that blooms in mid-season. Its habits are good.

OCTOBER SUNSHINE (Quackenbush '47) 420

Blends of yellow and orange are beautiful, and so is appropriately named October Sunshine. It appears that October Sunshine will deserve commercial rating. It is a mid-early variety of fine habit.

ORANGE GOLD (Marshall '45) 420

One of the most vigorous plants in the glad world. Orange Gold has a deep orange color with a yellow throat. It is very showy and the color is liked by florists. A basket of it gets attention at once. Even though the bulblets are difficult to germinate, it is a top commercial variety. It is early.

ORIENTAL PEARL (Carlson-Puerner '46) 506

The giant pearly cream color of Oriental Pearl is distinctive, and the five open giant florets cover a wide area. Its habits are excellent, and make for it the desired commercial rating. It has been tested for Florida growing and found highly satisfactory.

PARMA (Almey-Polinsky '45) 406

The fine florets of white Parma, enlivened by two rose spears are very attractive. It opens up to 8 well arranged florets at on time. Parma blooms in early season.

PERSONALITY (Butt '47) 560

The particular virtue of Personality is the formation of giant florets (7 open) of fine keeping qualities. The color is of a subdued shade of rose. The plants grow to better than average height. It appears to be a fine variety.

PHANTOM BEAUTY (Bastian '47) 440

Precision spikes, with precision placement are traits of blush pink Phantom Beauty which have given it Championships. The variety opens up to 10 florets at one time. It is a variety of great promise. Glad fans will approve of it.

PINK CHARM (LaSalle-Arenius '46) 542

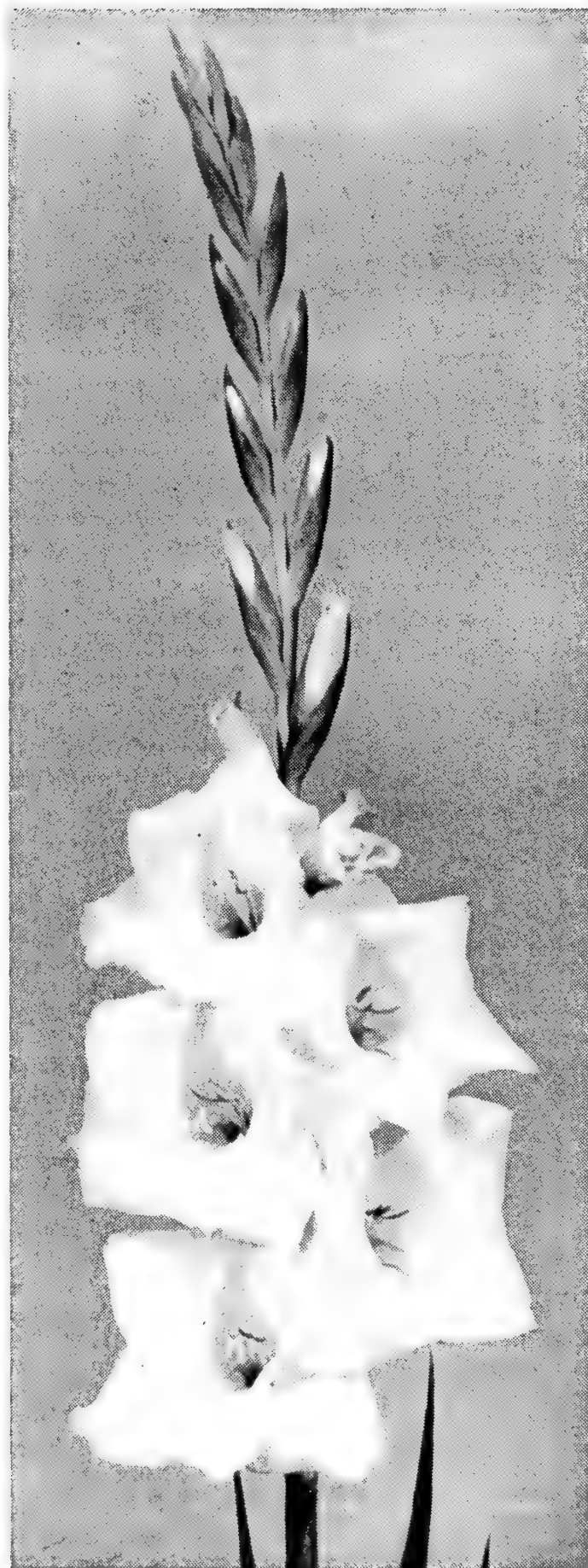
Earliness, and free blooming characteristics give sharp pink, Pink Charm, with its small deeper throat mark, importance. The florets attain a size of 5 inches. It opens 6 florets at one time.

PIONEER (LaSalle-Arenius '45) 532

Big, bold Pioneer with its giant florets of deep salmon with yellow centers, and 8 open florets, is a superb variety. It will be grown commercially, for its habits are desirable.

PROSPERITY (Silva-Gove et al '47) 560

This ruffled pink sport of Picardy chose the worst of Wisconsin's record smashing heat in which to bloom. Under these conditions no fair appraisal of it could be made, but I do have faith in the judgment of its introducer.



Wax Model

QUEEN CHARLOTTE (Dowling '47)**410**

Like the variety listed above Queen Charlotte bloomed in very adverse conditions, and the bloom here in no way approached those sent here by air express last fall. Evaluation of it must wait another year of growing.

RED RASCAL (Graff '45)**550**

The bright red ruffled florets of Red Rascal and the fine spikes that it produces make it a fine variety. It is a tall grower that blooms in mid-season from tall plants. It increases satisfactorily.

SILVER WINGS (Ritsema-Graff '45)**500**

Silvery cream white Silver Wings with lightly ruffled florets is capable of making stunning spikes. Its habits are like Picardy, the variety from which it sported, though it makes smaller and a greater number of bulblets.

SPIC & SPAN (Carlson-Puerner '46)**432**

A basket of this fine ruffled pink with its "gun barrel" spikes which carry 8 open florets and much bud color is as spectacular as its performance. It is a great commercial variety everywhere. Its record of important awards is a long and enviable one. It does well in Florida.

SPELLBOUND (Lins '47)**442**

The color of Spellbound is like that of the older Heritage, fine lively pink with a small creamy white center, though the two varieties are not related. Spellbound is spectacular with its 8 open florets.

SPOTLIGHT (Palmer-Gove '44)**413**

The yellow that is deservedly in heavy demand because of its sharp color contrast, medium yellow with a small scarlet blotch, and because of its fine habits. Spotlight is a tall growing variety. It is a fine commercial variety.

SUMMER GAL (Zimmer-Graff '44)**542**

The fine deep pink florets of Summer Gal on spikes that carry 8 open are usually of exhibition caliber. It is a mid-late variety. Florists like its color.

SUNLIGHT (Spiller '46)**416**

Yellow with a faint pink influence is the color of Sunlight. It is an excellent keeper. Its health and other virtues make it a variety of commercial promise. It blooms in mid-season and it opens 6 florets at one time.

SUSANNAH (Lake '43)**440**

The heavily ruffled florets of sharp pink Susannah with their white centers are very pleasing. The variety is of average height and opens 4 to 5 florets. It is a beauty for home floral arrangements.

TAHLEHNEKA (Miller-Kaylor '42)**412**

A tall growing medium yellow with a light influence of green that is not too conspicuous. It opens 6 florets on a good spike.

TARAWA (Palmer-Gove '46)**436**

Fiery scarlet with cream spears and 8 open florets in formal arrangement make Tarawa with its imposing spikes a very fine exhibition variety. Its bulb habits coupled with bloom traits make it a variety of commercial promise.

TIVOLI (Van Konnynenberg '46)**442**

One of the pleasant surprises of the season was Tivoli with the much needed pink color like that of the older Coryphee, a beautiful warm toned pure pink. The bloom here was from planting stock, hence its large bulb bloom measurements are not known.

TEXAS (Buchannan-Bork '47)**500**

Earliness, bud cut opening qualities, and other fine habits make Texas a very promising commercial. Its color is creamy white with a creamy center. The florets are of giant proportions, and good attachment. It is a tall variety.

TRALEE (Krueger '47)**460**

A spike maker from all bulb sizes, and under all conditions. Its distinctive silvery rose color, its trait of opening 8 or more florets, good propagation and consistent performance, and its early bloom season make it a great commercial. The number of open spikes will not exceed the crooks of other commercials in number.



Spic & Span

TROJAN (Snyder '47)**442**

Trojan grew a tall spike opening 6 florets at one time. The color seemed to be more salmon than pink in tone, although the combination of excessive heat and humidity did not allow of a presentation of its beauty. It has fine habits.

TWILIGHT DREAM (Hinsken-Heberling '47)**490**

The color tones of Mother Machree blended into a color harmony rather than in contrasting stripes best depicts beautiful Twilight Dream, a "smoky". The bulblets require ample water for germination.

VAN GOLD (Van Voorhis '40)**412**

Deep toned yellow Van Gold is a fine early glad which possesses a useable "florists color". These traits with its fine propagating qualities and health make it a fine commercial. It makes a fine spike. It is a grand variety.

VENIDA (Milo '47)**460**

A fine future is predicted for bold blotched Venida—rose with a large creamy white center. It opens 8 florets at one time. It achieves its maximum color effect when several spikes are together in a basket or vase. Venida is an excellent variety.

WAX MODEL (Krueger '46)**400**

Give the florist an opportunity to select his white and the invariable result is the choice of Wax Model. Its immaculate white color enhanced by its small lavender spear is unusual. The fact that it is tall and early and a fast propagator make it a commercial. It opens 5 florets on a 20 inch flower-head.

WHITE CHALLENGE (Arnett-Janes '47)**501**

The soundly attached florets of White Challenge with the pale pink blotches and 8 or more open, make a very imposing spike. It is an excellent keeper. A mid-season variety, of much commercial promise. It is a winner of record.

YANKEE LASS (Schenetsky-Milo '46)**440**

Tall stately Yankee Lass with its fine pink color and tiny deeper blotch, with its 8 open florets invariably attracts the visitor. It is a fine exhibition variety.

ZELLADEE (Kaylor '46)**466**

Deep lavender with a large creamy white throat area is Zelladee. The florets are of the wing type. The general impression is that of a bold color display. It will appeal to some fans.



White Challenger



Tralee

RETAIL LIST

Ten bulbs at 8 times the single price:

100 bulbs at 8 times the 10 price

	PER EACH BULB			BULBLETS		
	L	M	S	1	10	100
Abigail	\$ 3.00	\$ 2.00	\$ 1.00	\$.40	\$ 3.00	\$24.00
Astrid	1.50	1.00	.75	.20	1.50	12.00
Badger Beauty10	.08	.0510	.80
Beauty's Blush	1.50	1.25	1.00	.15	1.00	8.00
Bengasi	3.00	2.00	1.00	.25	2.00	16.00
Betty Lee	3.00	2.00	1.00	.35	2.50	20.00
Black Diamond25	.20	.1525	2.00
Blue Ice	7.50	4.50	3.00	.60	4.80	38.40
Blue Lagoon	3.00	2.00	1.00	.30	2.40	19.20
Bonnie Jeane20	.15	.1020	1.60
Bridesmaid65	.45	.25	.10	.65	5.20
Burma25	.12	.0525	2.00
Capsicum50	.35	.2050	4.00
Chantilly	5.00	4.00	3.00	.50	4.00	32.00
Cherry Jam50	.35	.2540	3.20
Christine	5.00	4.00	3.00	.50	4.00	32.00
Color Marvel	2.00	1.50	1.00	.25	2.00	16.00
Connecticut Yankee	2.00	1.50	1.00	.25	2.00	16.00
Cover Girl50	.35	.20	.10	.50	4.00
Crescendo75	.50	.25	.15	1.00	8.00
Crinkle Cream2525	2.00
Criterion10	.08	.0510	.80
Crown Orchid	2.50	1.75	1.00	.25	2.00	16.00
Daisy Mae	1.00	.75	.50	.15	1.00	8.00
Dieppe50	.35	.2040	3.20
Diadem	10.00	7.50	5.00	.50	4.50	36.00
Dream Castle50	.35	.2050	4.00
Dream Girl	2.00	1.50	1.00	.25	2.00	16.00
Early Gold20	.15	.1020	1.60
Eliz. the Queen15	.10	.0515	1.20
Exclusive50	.35	.2550	4.00
Exemplar20	.15	.1020	1.60
Fabulous	2.00	1.50	1.00	.25	2.00	16.00
Firebrand30	.2025	2.00
Fuchsia Belle	1.25	1.00	.75	.15	1.00	8.00
Gleam60	.40	.2535	2.80
Gold Medal	5.00	4.00	3.00
Golden State65	.45	.25	.10	.65	5.20
Heavenly White40	.30	.2025	2.00
Hiawatha	5.00	4.00	3.00	.50	4.00	32.00
Huntress	1.00	.70	.45	.10	.65	5.20
Intruder	1.50	1.00	.50	.15	1.20	9.60
Kelsey	2.50	1.50	1.00	.25	2.00	16.00
Kestrel75	.50	.2525	2.00
Klondike	3.00	2.00	1.00	.30	2.40	19.20
Ladrone	3.00	2.00	1.25	.25	2.00	16.00
Lady Luck50	.35	.2550	4.00
Lady Helen	1.00	.75	.50	.15	1.00	8.00
Lancaster75	.50	.2550	4.00
Lavender Prince50	.35	.2050	4.00

RETAIL LIST — *Continued*

Ten bulbs at 8 times the single price:

100 bulbs at 8 times the 10 price

	PER EACH BULB			BULBLETS		
	L	M	S	1	10	100
Leading Lady25	.15	.1025	2.00
Llona10	.08	.0510	.80
Lucky	1.50	1.00	.60	.25	2.00	16.00
Madeline Brown40	.25	.1540	3.20
Marion Pearl75	.50	.25	.15	1.00	7.50
Minstrel	1.00	.60	.40	.15	1.00	8.00
Miss Wisconsin50	.35	.2050	4.00
Miss Vermont75	.50	.2550	4.00
Mt. Index25	.20	.1525	2.00
Nowadays50	.35	.2540	3.20
October Sunshine	2.00	1.00	.50	.20	1.60	12.80
Orange Gold75	.50	.25	.10	.75	6.00
Oriental Pearl	2.00	1.50	1.00	.25	2.00	16.00
Parma25	.20	.1525	2.00
Personality	3.00
Phantom Beauty	7.00	5.00	3.00	.80	6.00	48.00
Pink Charm	2.00	1.25	.75	.20	1.50	12.00
Pioneer50	.35	.20	.10	.50	4.00
Prosperity	3.00	2.00	1.50	.25	2.00	16.00
Queen Charlotte	7.50	7.50	5.00
Red Charm100515	1.00
Red Rascal	3.00	2.00	1.00	.30	2.40	19.20
Reliant	3.00	2.00	1.00	.40	3.00	24.00
Silver Wings	1.00	.75	.50	.10	.80	6.40
Spic & Span	3.50	3.00	2.50	.35	2.80	22.40
Spellbound	2.00	1.50	1.00	.25	2.00	16.00
Spotlight50	.35	.2550	4.00
Summer Gal	3.00	2.00	1.00	.25	2.00	16.00
Sunlight	2.50	2.00	1.50	.30	2.50	20.00
Susannah35	.25	.2035	2.80
Tahlehneka25	.20	.1525	2.00
Tivoli	3.00
Tarawa	2.00	1.25	.75	.20	1.50	12.00
Texas	1.50	1.00	.60	.15	1.00	8.00
Tralee	4.00	3.00	2.00	.50	4.00	32.00
Trojan	3.00	2.00	1.00	.30	2.40	19.20
Twilight Dream	3.00	2.50	2.00	.35	2.50	20.00
Van Gold35	.25	.1535	2.80
Venida	4.00	3.00	2.00	.50	4.00	32.00
Wax Model	2.00	1.50	1.00	.25	2.00	16.00
White Challenge	5.00	5.00	5.00	.65	5.00	40.00
Yankee Lass	5.00	3.50	2.00	.65	5.00	40.00
Zelladee75	.75	.50	.10	.75	6.00

TOTAL \$.....

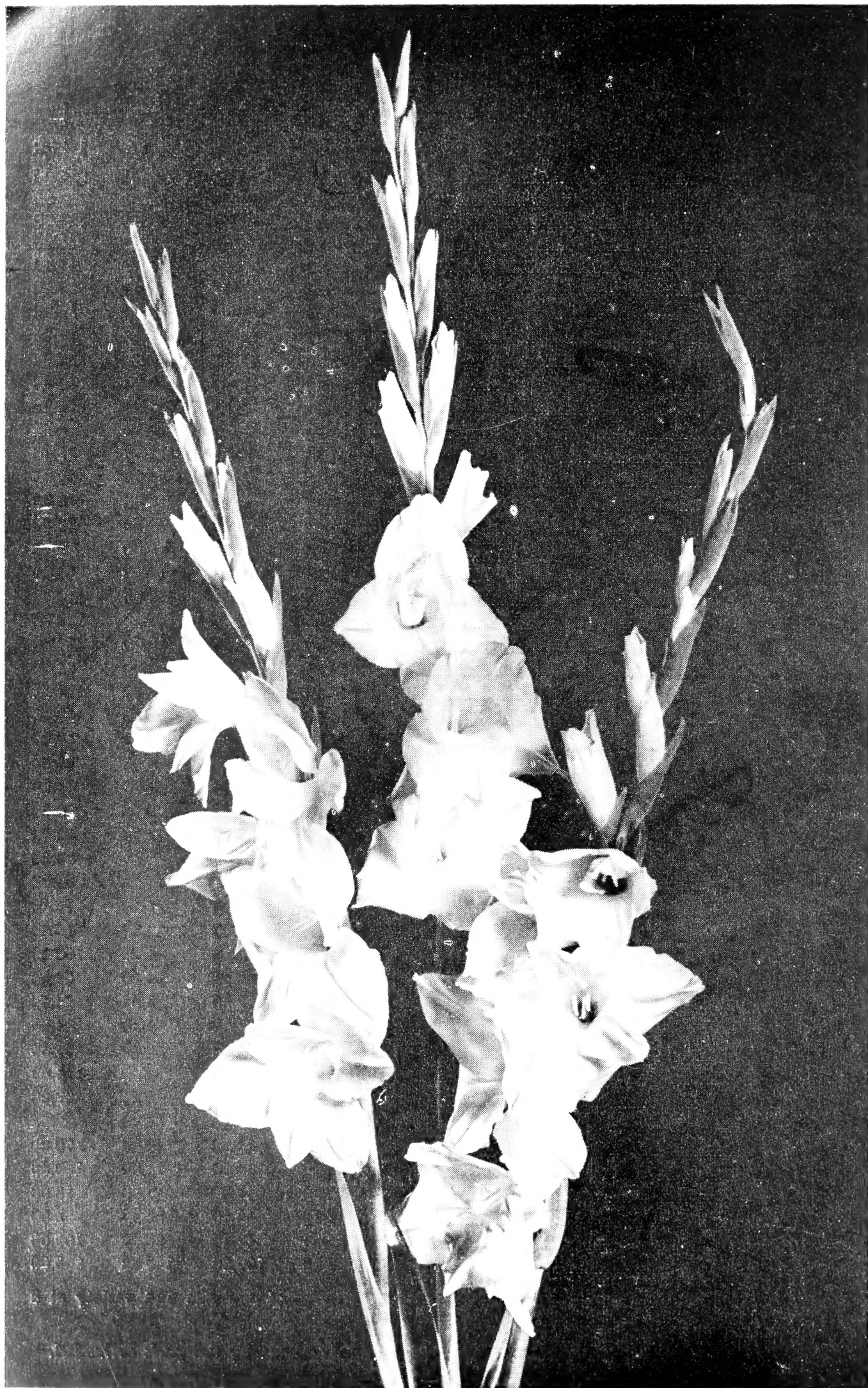
QUANTITY PRICE LIST

NOT PREPAID

	PRICE PER 100 BULBS			BULBLETS	
	L	M	S	½ Pt.	1 Pint
Badger Beauty	\$ 4.20	\$ 3.20	\$ 2.10	\$ 3.00	\$ 5.00
Black Diamond	12.00	12.00
Blue Lagoon	128.00	64.00	150.00	275.00
Bonnie Jeane	8.40	6.30	4.20	5.00	10.00
Burma	10.00	8.00	6.50	13.00
Capsicum	20.00	12.00	10.00	15.00
Cherry Jam	22.40	16.00	12.50	25.00
Color Marvel	84.00	63.00	42.00	38.00	75.00
Connecticut Yankee	112.00	86.00	55.00	80.00	150.00
Crescendo	30.00	15.00	12.50	25.00
Criterion	4.20	3.20	2.10	3.00	5.00
Dieppe	21.00	12.00
Dream Castle	30.00	22.00	12.50	25.00
Dream Girl	42.00	50.00	100.00
Eliz. the Queen	5.00	4.00	4.00	8.00
Exclusive	21.00	14.70	10.50	13.00	25.00
Exemplar	8.40	6.30	4.20	3.00	5.00
Golden State	22.50	13.50	12.50	25.00
Hawkeye Red	3.20	5.00	10.00
Hearts Desire	300.00
Heavenly White	25.00	18.00	12.00	10.00	20.00
Huntress	50.00	38.00	28.00	30.00	60.00
Intruder	64.00	32.00	40.00
Lady Luck	20.00	15.00	10.00	10.00	20.00
Lady Helen	48.00	32.00	25.00	50.00
Lavender Prince	28.00	20.00	12.00	8.00	15.00
Leading Lady	13.00	9.00	5.00	7.00	13.00
Llona	4.20	3.20	2.10	2.00	4.00
Madeline Brown	25.00	16.00	8.00	18.00	35.00
Miss Wisconsin	25.00	19.00	10.00	16.25	32.50
Miss Vermont	35.00	30.00	12.00	15.00	30.00
Mt. Index	20.00	8.00	5.00	6.00	12.00
Orange Gold	16.00	20.00	40.00
Oriental Pearl	128.00	96.00	64.00	100.00
Pink Charm	65.00	45.00	35.00	50.00
Pioneer	20.00	12.00	8.00	15.00
Red Charm	4.00	3.00	2.50	5.00
Silver Wings	50.00	37.50	25.00	20.00	37.50
Spic & Span	224.00	192.00	160.00	175.00
Spotlight	32.00	22.00	13.00	37.50
Susannah	25.00	17.00	20.00
Texas	64.00	38.40	40.00	70.00
Tralee	168.00	126.00	84.00	75.00	150.00
Van Gold	20.00	15.00	9.00	7.50	15.00
Variation	4.20	3.20	2.10	2.50	5.00
Wax Model	84.00	63.00	42.00	50.00	100.00
White Challenge	187.50	137.50	150.00	300.00

25 bulbs of one variety take the 100 rate. 1000 bulbs of one size and variety at 8 times the 100 rate.

Bulblets can be furnished by the qt. and on some varieties by the peck or bushel.



Morning Star